

S P E C I F I C A T I O N A M E N D M E N T

Page 1, line 15 to page 2, line 26, please **REPLACE** the existing paragraphs with the following:

This application claims the benefit of U.S. Provisional Application Serial No. 60/201,134, filed May 2, 2000 in the name of WALKER et al. and entitled, SPONSORED SLOTS.

The content of the provisional application is incorporated herein by reference.

This application is related to:

(i) U.S. Patent Application Serial No. 08/769,085, filed December 18, 1996 in the name of WALKER et al. and entitled, SLOT MACHINE ADVERTISING / SALES SYSTEM AND METHOD, which issued as U.S. Patent 6,186,893 on February 13, 2001;

(ii) U.S. Patent Application Serial No. 08/820,499, filed March 19, 1997 in the name of WALKER et al. and entitled, SYSTEM AND METHOD FOR TELEMARKETING PRESENTATIONS, which issued as U.S. Patent No. 6,216,111 on April 10, 2001

(iii) U.S. Patent Application Serial No. 08/885,157, filed June 30, 1997 in the name of WALKER et al. and entitled, ELECTRONIC GAMING DEVICE OFFERING A GAME OF KNOWLEDGE FOR ENHANCED PAYOUTS, which issued as U.S. Patent No. 6,193,606 on February 27, 2001;

(iv) U.S. Patent Application Serial No. 09/110,626, filed July, 6, 1998 in the name of WALKER et al. and entitled, METHOD AND APPARATUS FOR ADMINISTERING A SURVEY, which issued as U.S. Patent 6,093,026 on July 25, 2000;

(v) U.S. Patent Application Serial No. 09/152,905, filed September 14, 1998 in the name of TEDESCO et al. and entitled, VENDING MACHINE METHOD AND APPARATUS FOR ENCOURAGING PARTICIPATION IN A MARKETING EFFORT, which issued as U.S. Patent No. 6,161,059 on December 12, 2000;

(vi) U.S. Patent Application Serial No. 09/205,663, filed December 4, 1998 in the name of WALKER et al. and entitled, METHOD AND SYSTEM FOR UTILIZING A PSYCHOGRAPHIC QUESTIONNAIRE IN A BUYER-DRIVEN COMMERCE SYSTEM, which issued as U.S. Patent No. 6,332,129 on December 18, 2001;

(vii) U.S. Patent Application Serial No. 09/282,128, filed March 31, 1999 in the name of WALKER wet al. and entitled METHOD AND APPARATUS FOR ADMINISTERING A SURVEY VIA A TELEVISION TRANSMISSION NETWORK, which issued as U.S. Patent No. 6,513,014 on January 28, 2003;

(viii) U.S. Patent Application Serial No. 09/316,546, filed May 21, 1999 in the name of WALKER et al. and entitled, METHOD AND APPARATUS FOR PROCESSING CREDIT CARD TRANSACTIONS;

(ix) U.S. Patent Application Serial No. 09/528,043, filed March 17, 2000 in the name of WALKER et al. and entitled, SYSTEM AND METHODS FOR COMMUNICATING INFORMATION TO A CUSTOMER, now abandoned;

(x) U.S. Patent Application Serial No. 09/537,253, filed March 29, 2000 in the name of WALKER et al. and entitled, METHOD AND APPARATUS FOR PROVIDING ANONYMOUS SERVICE PROVIDER ACCESS, now abandoned;

(xi) U.S. Patent Application Serial No. 09/540,498, filed March 31, 2000 in the name of WALKER et al. and entitled METHOD AND APPARATUS FOR ADMINISTERING A SURVEY VIA A NETWORK, now abandoned; and

(xii) U.S. Patent Application Serial No. 09/605,732, filed June 28, 2000 in the name of WALKER et al. and entitled, SYSTEMS AND METHODS TO COMPENSATE A CUSTOMER IN EXCHANGE FOR PROVIDING COMMENT INFORMATION ASSOCIATED WITH A MERCHANT, now abandoned.